

# TELL US ABOUT YOUR SMOKING PREFERENCES.

Print corrections below

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Sample A. Samples  
123 Any Street  
Anytown, US 00000

Please complete the information below so that you may continue to be eligible to receive free offers and coupons by mail. Or call 1-800-990-5222 to complete this survey by phone.

☐ Please take me off your mailing list.

By responding to this survey and signing below, I certify that I am a cigarette smoker 21 years of age or older. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law.

Signature (required)

Birth Date (required)

X \_\_\_\_\_

\_\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_  
Mo. Day Yr.

(\_\_\_\_\_) \_\_\_\_\_  
Area Code Phone Number

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

(brand)

2. Is your regular brand...?

(Check one.)

- ☐ Regular/King Size  
☐ 100's ☐ 120's

3. Is your regular brand...?

(Check one.)

- ☐ Menthol ☐ Non-Menthol

4. Is your regular brand...?

(Check one.)

- ☐ Lowest/Img Tar ☐ Light/Mild  
☐ Ultra/Extra Low Tar ☐ Medium  
☐ Full Flavor

5. Do you usually buy it by the...?

(Check one.)

- ☐ Pack ☐ Carton  
☐ Both Ways

6. The next time you go to the store, if your regular brand were not available, what would you do?

(Check one.)

- ☐ Go to another store to buy my regular brand.  
☐ Buy another type or length of my regular brand.  
☐ Wait until the store has my regular brand.  
☐ Buy a different brand entirely.

7. If your regular brand were not available, which of the following brands would you consider buying? (Check all that apply.)

- |  |                                     |                                       |
|--|-------------------------------------|---------------------------------------|
| <input type="checkbox"/> Alpine          | <input type="checkbox"/> GPC        | <input type="checkbox"/> Pyramid      |
| <input type="checkbox"/> Basic           | <input type="checkbox"/> Kent       | <input type="checkbox"/> Raleigh      |
| <input type="checkbox"/> Benson & Hedges | <input type="checkbox"/> Kool       | <input type="checkbox"/> Extra        |
| <input type="checkbox"/> Best Buy        | <input type="checkbox"/> Marlboro   | <input type="checkbox"/> Salem        |
| <input type="checkbox"/> Best Value      | <input type="checkbox"/> Merit      | <input type="checkbox"/> Sterling     |
| <input type="checkbox"/> Bristol         | <input type="checkbox"/> Misty      | <input type="checkbox"/> Store Brand/ |
| <input type="checkbox"/> Bucks           | <input type="checkbox"/> Monarch    | <input type="checkbox"/> Generic      |
| <input type="checkbox"/> Cambridge       | <input type="checkbox"/> Montclair  | <input type="checkbox"/> Superslms    |
| <input type="checkbox"/> Camel           | <input type="checkbox"/> More       | <input type="checkbox"/> True         |
| <input type="checkbox"/> Capri           | <input type="checkbox"/> Newport    | <input type="checkbox"/> Vantage      |
| <input type="checkbox"/> Carlton         | <input type="checkbox"/> Now        | <input type="checkbox"/> Viceroy      |
| <input type="checkbox"/> Doral           | <input type="checkbox"/> Parliament | <input type="checkbox"/> Virginia     |
| <input type="checkbox"/> None            |                                     | <input type="checkbox"/> Slims        |
| <input type="checkbox"/> Other _____     |                                     | <input type="checkbox"/> Winston      |

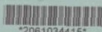
(brand)

8. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton = 10 packs.)

- \_\_\_\_\_  
(brand name) # of Packs \_\_\_\_\_
- \_\_\_\_\_  
(brand name) # of Packs \_\_\_\_\_
- \_\_\_\_\_  
(brand name) # of Packs \_\_\_\_\_
- \_\_\_\_\_  
(brand name) # of Packs \_\_\_\_\_

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